

# GOOGLE ADVERTISING & MEDIA PLANNING

Code: OA1

Rules - course



## Course Overview:

Advertising on google is a main part of digital marketing. Google is empowering business with very effective features and tools to reach their consumers wherever they are. In this course, we cover the different kinds of google campaigns and the optimum setup for them all, also the important tips to best creating and best results. The course is a mix between "Dohow" and "Know how" with focusing in best delivering practical experience.

## What will you learn?

By the end of this course you will be able to do the following:

- Understand the essentials of digital advertising industry and its landscape.
- Understand the different types of digital advertising campaigns.
- Discover all types of digital advertising channels and its main categories.
- Understand how to write the perfect digital media plan.
- Select the perfect targeted portals, ad sizes, formats and pricing models.
- Understand digital advertising campaigns traffic report.
- Understand the essentials of ad design and its main component of the ad and call to action.
- Understand the main applications of Adwords (Search, GDN, and YouTube).
- Learn the rules of ad design, targeting, budgeting and bidding.
- Learn how to use google analytics to measure digital marketing performance.

## Who Should Attend?

- Media Manager.
- Communication Team.
- Branding Team.
- Content Team.
- Creative Team.
- Digital Marketing Team



# Course Content:

## **Understand essentials of Adwords and campaign types**

- Introduction to Google advertising / Why Adwords is different
- Campaign types

## **How to setup campaign**

- Essentials of GDN campaign
- Campaign parameters

## **Understand targeting in Adwords (GDN)**

- Targeting : Location ( search + radius )
- Targeting: Device (network, type, device, OS)
- Applying on Adwords platform
- Targeting: Audience (demographic , affinity, intent)
- Targeting: Content (keywords, topic, placement)

## **How to setup GDN campaign**

- Adding add (Upload) & design responsive Ad
- Create GDN campaign using Adwords platform

## **Use Adwords platform in easy way**

- How to edit your campaign
- Adwords platform go through
- How to optimize your campaign

## **Understand bidding in Adwords and ranking technique**

- Google bidding technique
- How Google bid work
- Quality score and ad rank (Google Ad Rank video)

## **Preparation for Adwords certification**

( Fundamental assessment)

## **How to setup YouTube campaign with all ads types**

- Essentials of video ads / Types of YouTube ads
- Targeting in YouTube / Setup YouTube campaign
- Applying on Adwords platform

## **Preparation for Adwords certification**

(Video advertising assesement)

## **How to market your app on Adwords using universal app campaign type**

- Universal app campaign
- How to design responsive ad for App

## **How to setup search campaign at Adwords**

- Essentials of search campaign
- Targeting in search campaigns
- How to write search ad
- Ad extensions types

## **How to use keyword tool to select perfect keywords**

- How to select perfect keywords
- Google keyword tool

## **How to use advanced tools at Adwords**

- Advanced bidding options (CPA, ROAS, ..)
- Shared lists & budget
- Audience list building

## **How to setup reports in Adwords**

- Reporting at Adwords
- Dashboard design

## **How to use Google analytics in measuring digital marketing performance**

- Intro to Google analytics
- Setup analytics
- Audience reports
- Content reports
- Acquisition reports
- Goal & funnel reports

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